

Private Enterprise for Public Health

Opportunities for Business to Improve Women's and Children's Health



A Short Guide for Companies

*Call for Action - Child Survival
Washington DC, 14&15 June 2012*

Innovation Working Group
in support of



Note: IWG logo pending approval

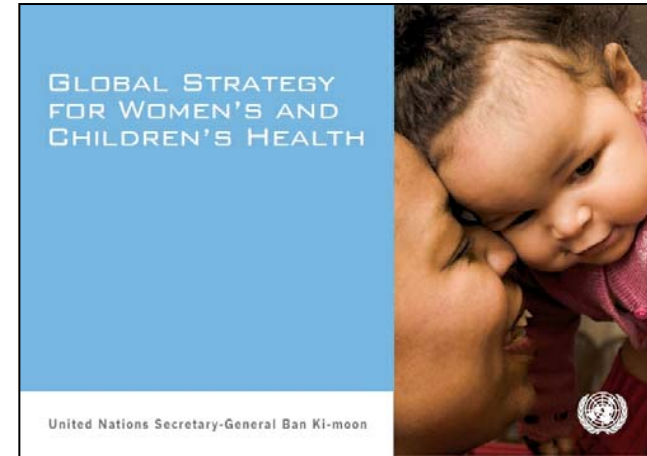
Private Enterprise for Public Health

Private Sector Engagement Guide

By the Innovation Working Group (IWG) in support of Every Woman Every Child effort

IWG co-chaired by Tore Godal (NORAD) and Scott Ratzan (Johnson & Johnson)

Developed by the Partnership for Maternal, Newborn and Child Health (PMNCH) and FSG



Key Content

1. Identifies **unmet needs and opportunities**
2. Establishes specific areas for **business impact**
3. Emphasizes **collective engagement** through partnership
4. Creates opportunity for **Shared Value**
5. Goal to save **16 million lives by 2015**

Private Enterprise for Public Health

Vital Role of Business

- No single sector – government, international agencies, NGO's, private sector – can solve deeply embedded health problems on its own
- Business has distinct expertise, core competencies, institutional knowledge, global and national reach
- Innovation capabilities, resources and potential for commercial success enable the private sector to bring positive interventions to broad scale
- Diverse industry sectors and companies can bring unique contributions based on varying needs in different countries



Private Enterprise for Public Health Ways for Companies to Engage

Four types of engagement, often done in combination:

Shared Value - Commercial business operations responsive to emerging market needs

Philanthropy and Corporate Social Responsibility

Public Policy and Advocacy

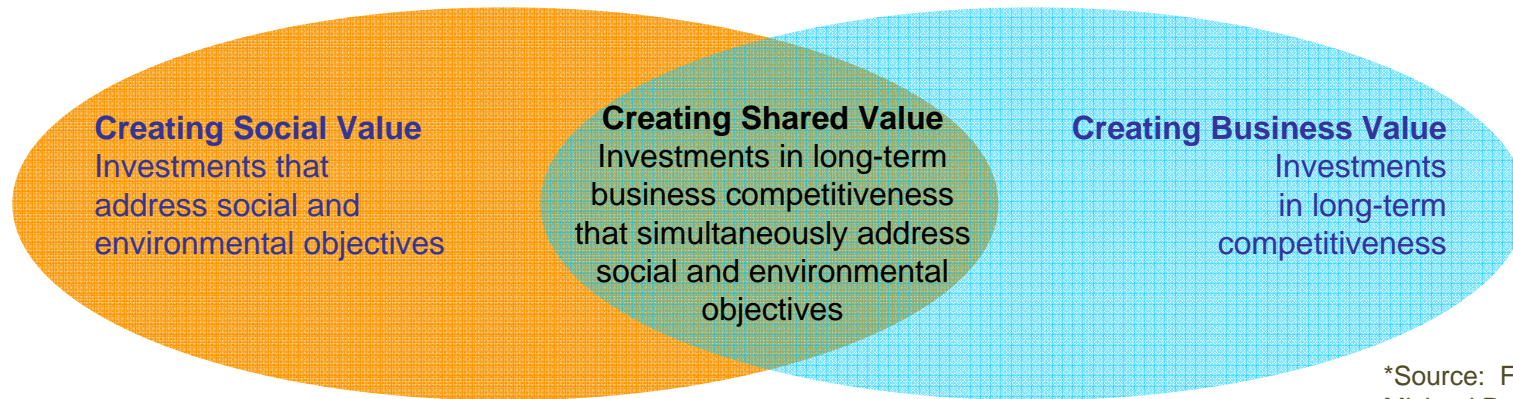
Cross-Sector Collaboration (public private partnerships and product development partnerships)



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Creating Shared Value*

Shared Value Is Created When Both Social and Business Issues Are Addressed, Connecting a Company's Success with Social Progress



*Source: FSG and Michael Porter 2012

Approach

Companies can innovate to create shared value on three levels:

- | | | |
|--|---|--|
| <p>1 Reconcive <u>products and markets</u></p> <p>Example:
 GSK, J&J & Merck – tiered pricing
 TV Globo – adapted products
 Bajaj Alliance – new products</p> | <p>2 Redefine productivity in <u>value chains</u></p> <p>Example:
 Safaricom – financial services
 Gilead – out licensing
 Novartis – local supply chain</p> | <p>3 Strengthen local <u>clusters</u></p> <p>Example:
 Intel – community education
 Becton Dickinson – capacity building
 Continua – policy & standards</p> |
|--|---|--|

Private Enterprise for Public Health Next Steps and How to Engage

Upcoming events:

July 11: Launch ***Private Enterprise for Public Health Guide*** (London)


October 17-18: PMNCH Board Meeting (Nigeria)

November 8-9: Asia Pacific Workshop (Philippines)



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70% of the world's population resides in underserved markets

Companies that address the needs of these populations and markets will achieve sustained success

“ This guide is a very helpful tool. Now it is important how it will be used and how we'll catalyze collective action and create shared value together with women and children in the countries. ”

*– Julio Frenk,
Dean, Harvard School of Public Health,
PMNCH Board Chair*

www.everywomaneverychild.org

Thank you!